FY 2021 BID Wrap Report

City of Fort Lauderdale Beach Improvement District and Visit Lauderdale







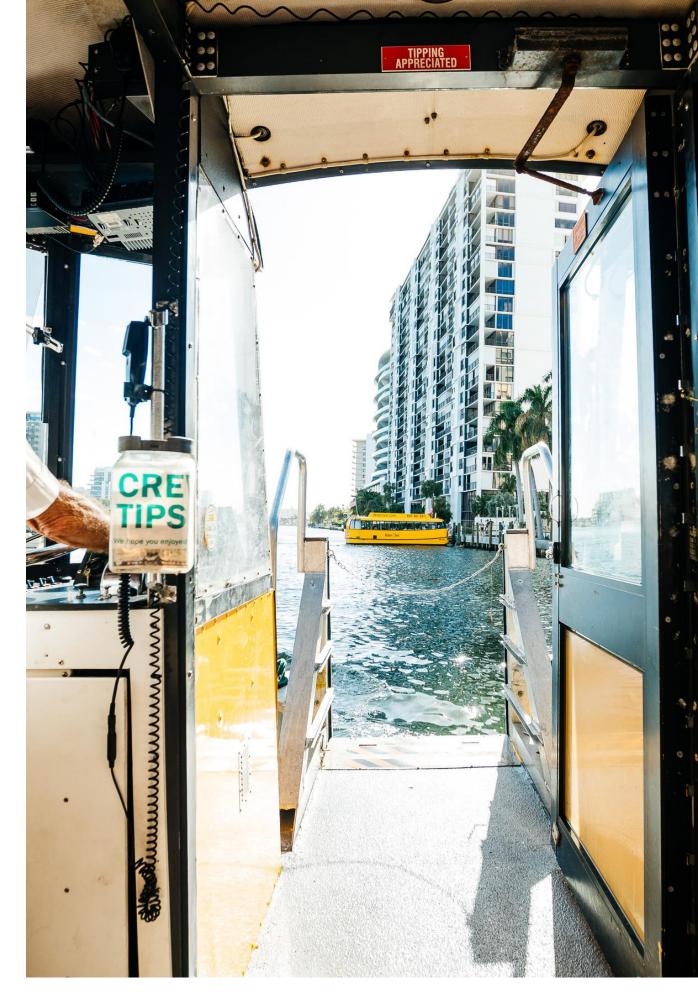
Overview

BID CO-OP FY21

In an exclusive 2021 co-op program The City of Fort Lauderdale Beach Improvement District (BID) partnered with Visit Lauderdale on a portion of their FY21 strategic paid media advertising campaign.

The objective was to reach Fort Lauderdale Beach destination loyalists and potential new visitors, through a highly targeted, heavily video digital program.

Total BID Investment: \$96,800





BID Co-op media partners

BID CO-OP FY21

- Matador Network is a leading lifestyle and travel-focused brand reaching active and affluent travelers based in large cities, with over 2 Million social media followers.
- AFAR is a highly recognized travel brand with a high-income frequent traveler base, looking to be inspired about travel.
- Conde Nast Traveler is global luxury and lifestyle travel brand has over 11 Million unique digital users and over 16 Million social followers.





BID Co-op media partners

BID CO-OP FY21

- New York Times and their Great Getaways e-newsletters reach over 145,000 opt-in subscribers of heavy traveler jetsetters and adventurers.
- Audacy (formerly Entercom Media), was the local media source to create "where to stay" and "where to dine" videos about Fort Lauderdale Beach.





Partnership Details

- During 2021 The City of Fort Lauderdale Beach Improvement
 District partnered with Visit Lauderdale on a co-op program with these five top travel platforms.
- Through the co-op partnership with Visit Lauderdale, the BIDs marketing dollars were stretched almost three times as far as if they had been purchased directly.
- The results were four newly created content videos plus cut downs, two native content articles, two highly targeted email blasts and a digital display banner program.





BID Co-op Summary Reporting

Total BID Paid Media Spend:

\$ 96,800

Total Impressions Received:

18,400,000

Total CPM: \$5.26

(56% below \$12 Average Digital CPM)

Total Video Package Value:

\$282,400

(including article content, emails, social

media cut downs and digital display banners)



BID 15s





Matador 30s





Conde Nast

Excerpt from 7-minute video





BID :15s

BID:30

Matador 2:00

Matador:30 password: matador

Matador:15 password: matador

Conde Nast Traveler 7:03



2021 Key BID Co-op Campaign Takeaways

Promoting beach destination at greatly reduced costs.

 Creating multiple video assets for future use promoting the brand.

 Strong alignment with premium travel brands— Conde Nast, AFAR, Matador Network, and New York Times.



Thank You Questions?

